



COMMONWEALTH of VIRGINIA  
Department of Motor Vehicles  
2300 West Broad Street

**D. B. Smit**  
Commissioner

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866-DMV-LINE or  
800-435-5137

March 9, 2006

ADDENDUM NO. 2 – TO ALL OFFERORS

REFERENCE:	Request for Proposal (RFP) #154:6-040
COMMODITY:	Media Buyer Services
ISSUE DATE:	February 24, 2006
ORIGINAL PROPOSAL DUE DATE:	March 13, 2006
NEW PROPOSAL DUE DATE:	March 15, 2006 (see Addendum #1)

The above RFP is hereby amended as outlined in the Attachment.

A signed acknowledgement of this addendum must be received at the location indicated in the RFP either prior to the RFP due date and hour or attached to your RFP response. Signature on this addendum does not substitute for your signature on the original RFP response document (s). The original RFP document must also be signed.

Becky Babb  
Procurement Specialist Senior

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name of Firm

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

**COMMONWEALTH OF VIRGINIA  
DEPARTMENT OF MOTOR VEHICLES (DMV)  
2300 WEST BROAD STREET  
RICHMOND, VA 23220**

**March 9, 2006**

**ADDENDUM No. 2 – TO ALL OFFERORS**

**RFP#:** 154:6-040

**Title:** Media Buyer Services

**Proposal Due Date:** March 15, 2006, at 2:00pm (See Addendum No. 1)

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**RFP# 154:040 is hereby changed to read:**

Reference Page 3, Section I, B) Scope Change to read “To be clear, DMV seeks to obtain the contractual services of an expert-level Media Buyer and all related administrative and oversight services requested throughout this RFP. The Contractor shall purchase media on behalf of DMV and either invoice DMV for the net cost or DMV will make payments directly to the media outlets after the Contractor has reconciled and validated all media outlet invoices. The Contractor shall invoice DMV separately for the media buying services and related tasks performed by the Contractor. Contractor is not required to work onsite; work can be performed at Contractors facility. Occasionally, face-to-face meetings are to be held at the DMV location (specified above).”

For informational purposes only, DMV’s media budget for the *Click It or Ticket* program is estimated at \$500,000. This budget estimate does not include the cost of this RFP’s requested Media Buyer Services.”

Reference Page 4, Section III Statement of Needs, A) 1-5. Change to read

- “1. Purchase all television and radio media relating to the *Click It or Ticket* program.
- a) The Contractor shall purchase media on behalf of DMV and either invoice DMV for the net cost or DMV will make payments directly to the media outlets after the Contractor has reconciled and validated all media outlet invoices.

2. Ensure that purchases target the primary audience of males aged 18-34 years, with a secondary market of females aged 18-34 years. Some emphasis should be applied to African American and Hispanic within these audiences. All media entities and flight purchases must conform to these demographics.
3. Purchase media in the form of television and radio spots.
  - a) At least one television and one radio spot will be a 30-second spot. All others will be flexible.
  - b) DMV does plan to have one television and one radio Hispanic spot as well.
  - c) Contractor shall target networks and programs of an appropriate nature, for example, programs/networks depicting or referring to obscene or indecent matters will not be allowed. DMV reserves the exclusive right to withhold approvals for any aspect of the Offerors media plan for any reason.
4. Ensure that purchased media airs between May 15, 2006 through June 4, 2006. There will be **NO EXCEPTIONS** to this time frame. DMV will only pay for the media, which is aired during the specified time frame. The *Click It or Ticket* program is a National Campaign with every state in the country on the same rigid schedule. Virginia Click It or Ticket media spots cannot be run outside of the required time frame to make up for under-delivery of the media buy. It will be the Contractor's responsibility to ensure that media buy deliveries are met.
5. Purchase media in all Commonwealth of Virginia media markets **EXCEPT** the Northern Virginia media market. Markets must include, but are not exclusive to, the Northern Neck, Eastern Shore, Hampton Roads, Richmond, Central Virginia, Roanoke and Southwest Virginia. Even though rural areas tend to have lower safety belt usage, DMV is planning on focusing media attention based on market population, not specific areas."

Reference Page 7, Section IV, A) 1, c), 7. Change to read "Proposals shall include a detailed description of the Contractor's valid and reconciled invoice process for the media purchases. The Contractor shall either invoice DMV for the net cost or DMV will make payments directly to the media outlets after the Contractor has reconciled and validated all media outlet invoices. The Contractor should propose an invoice process they feel would meet DMV's requirement of net cost for all media purchases. This process must include how the Contractor will ensure the accuracy of the invoices from the media outlets for the actual media buy. Contractor should be familiar with the Commonwealth of Virginia's Prompt Payment Act. With their proposal, Offeror's should provide samples of any invoices that correlate to their proposed invoicing process (i.e. invoices from media outlets)."

**END OF DOCUMENT**